

Message Text

UNCLASSIFIED

PAGE 01 STUTTG 01330 052250Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----125854 061421Z /50

R 051535Z AUG 77
FM AMCONSUL STUTTGART
TO USDOC WASHDC
AMEMBASSY BERN
AMEMBASSY BONN
INFO SECSTATE WASHDC 3746
AMEMBASSY VIENNA
USMISSION USBERLIN
AMCONSUL HAMBURG
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL MUNICH

UNCLAS STUTTGART 1330

FRANKFURT FOR USTS

E. O. 11652: N/A
TAGS: BEXP, GW, AU, SZ
SUBJ: FOREIGN BUYER PROGRAM - INTELCOM 77
REF: A) STUTTGART 1282 B) USDOC 14802
C) BERN 3550

1. WE ARE NOT AS PESSIMISTIC ABOUT THE POSSIBILITY
OF A SUCCESSFUL INTELCOM TOUR AS IS BERN, AND CONTINUE
TO ANTICIPATE ENOUGH INTEREST TO ENSURE THE TOUR. THE
SITUATION IS DIFFERENT IN GERMANY THAN IN SWITZERLAND
IN THAT AMERICAN EXPRESS IS NOT ACTIVELY PROMOTING
THEIR PACKAGE HERE.

2. THE QUESTION OF A TOUR INCLUDING A SEPARATE TOUR
IST PACKAGE IN ADDITION TO THE PROGRAM AT INTELCOM WAS
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CONSIDERED BY EMBASSY BONN, CONGEN STUTTGART, OTHER CON-
GENS, AND USTS DURING INITIAL PLANNING FOR THE FBP
PROMOTION, BUT WAS REJECTED ON THE EXPERIENCED
RECOMMENDATION OF BOTH USTS AND HAPAG LLOYD.

3. WE CONSIDER IT PREMATURE TO CONSIDER MERGING THE
HAPAG LLOYD TOUR WITH THE RIVAL AMERICAN EXPRESS PACKAGE.

TO DO SO WOULD BE TO GUARANTEE THE FAILURE OF THE FBP
GERMAN PROMOTION, AND WOULD PREMATURELY NEGATE THE VALUE
OF THE INTELCOM PROMOTION TO FUTURE CCP FBP PROGRAMS.
OUR MAJOR OBJECTIVE REMAINS TO GET POTENTIAL BUYERS
TO ATLANTA. PUTTING OFF CONSIDERATION OF A HAPAG-LLOYD-
AMERICAN EXPRESS MERGER UNTIL THE LATEST POSSIBLE MOMENT
WILL NOT DAMAGE THIS OBJECTIVE. INDEED IT WILL ENHANCE
IT BY ALLOWING POSTS TO CONTINUE TO ACTIVELY PROMOTE
THE INTELCOM TRIP WITH THE HAPAG-LLOYD ORIENTED MATERIAL
ALREADY ON HAND.

4. HAPAG-LLOYD SHOULD NOT BE BLAMED FOR USDOC'S FAILURE
TO PROVIDE INFO ON HORIZON HOOSE - AMERICAN EXPRESS
CONNECTIONS IN TIME TO ENABLE US TO MAKE THE MOST PROPER
CHOICE OF A TRAVEL URGENT.

5. IT SHOULD BE REMEMBERED THAT THE AMERICAN EXPRESS TRIP
IS ALSO FACING DIFFICULTIES, FURTHER DEMONSTRATED
BY SOFFAIR'S COMMENTS IN REF. B. SHOULD NOT USDOC BE
SUGGESTING TO MR. SOFFAIR THAT HAPAG-LLOYD IS
ALSO WILLING TO RELEASE SEATS FOR BRITISH PARTICIPANTS
IN THE HAPAG-LLOYD TOUR, GIVEN USDOC PAPER SUPPORT FOR OUR
CCP FOREIGN BUYER PROJECT?

6. WE ARE TAKING ADDITIONAL MEASURES AS DISCUSSED REF A,
INCLUDING CALLS AND FOLLOW-UP LETTERS, TO ENSURE MAXIMUM
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POSSIBLE PROMOTION FOR THE HAPAG-LLOYD TRIP, AND HOPE THAT
AN OPEN DISCUSSION OF THE PROBLEMS ASSOCIATED WITH THE TRIP
WILL NOT INHIBIT SIMILAR EFFORTS BY PARTICIPATING POSTS.
BONN AND STUTTGART CONTINUE TO ANTICIPATE A SUCCESSFUL
HAPAG-LLOYD TRIP.
JENKINS

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 05-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STUTT01330
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770282-1178
Format: TEL
From: STUTTGART
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770891/aaaacyrt.tel
Line Count: 100
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 4357e360-c288-dd11-92da-001cc4696bcc
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Original Classification: UNCLASSIFIED
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Review Exemptions: n/a
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Review Release Date: n/a
Review Release Event: n/a
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Review Withdrawn Fields: n/a
SAS ID: 1692490
Secure: OPEN
Status: NATIVE
Subject: FOREIGN BUYER PROGRAM - INTELCOM 77
TAGS: BEXP, GE, AU, SZ
To: COM BERN
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/4357e360-c288-dd11-92da-001cc4696bcc
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